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ABSTRACT

In a survey of 940 adult residents of the metropolitan Columbia (South Carolina) area, sense of community attachment proved to be a more important determinant of newspaper reading habits than such demographic factors as age, years of residence in the community, socioeconomic status, family income, or attained level of education. The telephone survey had a sampling error of less than two % for age, race, income, and education; and although women were overrepresented in the sample, sex differences were not found to be significant in the frequency of readership or in other reading habits examined. Most of the surveyed adults report multiple newspaper reading habits because they are very mobile, have multiple community attachments, and depend on the newspaper as a preferred source of community information. Their recommendations for improvements in the content of local newspapers are predominantly community oriented rather than personally oriented, showing that Americans, because of their mobility, have a strong need for a sense of community attachment, not only for where they currently live but also for where they have lived. Newspapers can foster the daily reading habit in adults by emphasizing community-oriented information that United States adults seek and apparently need. (RL)

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# COMMUNITY ATTACHMENT AS A RELATIVE DETERMINANT OF NEWSPAPER READING HABITS

By

Lowndes F. Stephens
Assistant Professor

College of Journalism
University of South Carolina

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Lowndes F. Stephens

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# COMMUNITY ATTACHMENT AS A RELATIVE DETERMINANT OF NEWSPAPER READING HABITS

The predominant research perspective for analyzing readership and circulation problems has been demographics, according to an extensive review by the ANPA News Research Center of studies conducted during the period 1950-76.[1]

Despite this wealth of demographic information, editors don't know who their readers are, says David Shaw in the February 1977 issue of Quill.[2] Shaw also says editors don't know what their readers consider important. He suggests, however, that readers are less concerned with their communities than with themselves:

> "The traditional newspaper function of keeping readers well informed about their neighborhood and their nation is of considerably diminished importance to people not only preoccupied with the burdens of inflation but compulsively searching for themselves through EST, Yoga...Primal Therapy..."

But the plain truth is little empirical research exists to support this claim. The purpose of this research is to examine community attachment as a relative determinant of newspaper reading habits.

Telephone interviews with a random probability sample of 940 adult residents of a southern metropolitant area (27% of whom are affiliated

full-time with a military service) were conducted in June-July 1977. The population was defined as the 18 years of age and older population residing in the Columbia (SC) Standard Metropolitan Statistical Area (SMSA) to include permanent party residents of Fort Jackson, SC. The Columbia SMSA includes approximately 230,000 adult residents (18+ years of age). Approximately 8,500 permanent party personnel are stationed at Fort Jackson, an Army training installation.

A respondent selection grid system was used to select one adult from each sampled household. A random digits dialing procedure was used to represent households with unlisted telephone numbers. Low income, nonwhite households, according to national research, represent the bulk of unlisted telephone patrons.[3] The local phone company provided street reference guide information and the appropriate telephone exchange numbers for selected neighborhoods with these characteristics. Approximately 13% of the phone patrons have unlisted numbers and about 5% of the residents don't have telephones. A comparison of the demographic characteristics of the sample with 1975 estimates of the population by the South Carolina Research and Statistics Division, shows a sampling error of less than 2% for age, race, income and education (95% confidence assuming rate of occurrence at ± 5%). While women were overrepresented in the sample, no sex differences were found in frequency of readership nor in other reading habits examined in this study.

## Relevant Literature

Leo Bogart, in a 1975 article in Journal of Communication, discusses

the relationships among three concepts of importance to newspaper researchers: (1) frequency of readership; (2) "coverage" (i.e., the ratio of circulation to number of households); and (3) community characteristics. He implies that the key to increasing "coverage" is to convert "newcomers" to the community to regular readers.[4] Fostering the daily reading habit is important because the evidence shows "eighty-two percent of all the people who read a newspaper today will read five out of five issues of the paper this week."

High-readership markets, according to Bogart, also differ from low-readership markets on the basis of community characteristics. Data on readership markets of similar population size, 12 markets with high and 12 with low circulation-to-household ratios, indicate, for example, that the high ratio markets experienced lower growth rates from 1960-70 in the number of households. Higher readership markets also have smaller families, more single-person households, a lower birthrate, and an older population. They have higher levels of education and voting and a higher proportion of home ownership. They have a higher ratio of retail sales to spendable income, and all the high markets have colleges. High markets are also likely to be on the main airline routes.

Other communication researchers and sociologists have suggested media consumers read newspapers because they have or feel the need for "community attachment." G.A. Donohue, Philip Tichenor and C.N. Olien, in their extensive research on Minnesota newspapers, imply that media consumers in more complex and differentiated social systems turn to the metropolitan newspaper as both a purveyor of information and knowledge, and as a

"watchdog" agency.[5]

Cross-cultural studies of media use also suggest "community attachment" is related to newspaper readership. Katz's, et al. study of 1,500 Israeli adults shows "integration into the sociopolitical order is best served by newspapers."[6] Kasarda and Janowitz have analyzed the relationships among community size, population density, length of residence, social class, and age (independent variables) and community attachment (dependent variable). Their study of 2,199 adults in 100 local governmental units in England shows length of residence is the strongest predictor of community attachment, and residents of large urban areas tend to have more extensive social ties than those from rural communities.[7]

In a 1976 study for the Grand Forks (ND) Herald Stephens examines several demographic and sociological predictors of readership frequency. The data are based on phone interviews with a random probability sample of 358 adults from Grand Forks, ND; East Grand Forks, MN; and the Grand Forks Air Base. Age and organizational participation in the community of attachment have the strongest bivariate relationships with frequency of readership.[8] Frequency of readership is highest among middle age groups and lowest among the 18-25 age group. A strong, asymmetric relationship exists between frequency of readership and community involvement (i.e., organizational participation). Those who are most active in these community organizations are likely to be everyday readers. Length of residence in the community is also a significant correlate of reading frequency. Education, sex, occupational status, party identification, and mobility are not significant correlates of reading frequency.

## Hypotheses

This study is designed to test six research questions related to community attachment and reading habits:

1. Will adults more frequently read that newspaper(s) which they perceive as serving the community(ies) to which they have some permanent attachment, regardless of whether they currently live in the community?

2. Will adults more likely subscribe to a newspaper which serves a community to which they have some permanent attachment, regardless of whether they currently live in the community?

3. Will multiple newspaper readership be more frequent among those adults who have multiple community attachments?

4. Will adults with a strong sense of community attachment spend more time and money on newspaper consumption than adults with weak community ties?

5. Will adults with a strong sense of community attachment be more likely to make recommendations for improving the format and content of their newspapers than adults with weak community ties?

6. Is a strong sense of attachment to the community in which one lives a more important determinant of one's reading habits than is one's age, years of residence in the community, socioeconomic status, family income and education?

## Findings

A descriptive summary of the demographic and geographic characteristics of the sample is presented in Tables 1 and 2. Percentages for each characteristic total to 100%. The high mobility characteristics of the sample reflect the fact that the Columbia SMSA is one of the fastest growing areas in the Southeast. About three out of four adults have lived in other communities, and half of them have lived in five or more different communities. Controlling for military affiliation has little effect on

the mobility figures. Columbia's work force consists of a large number of manufacturing and service industry workers. Eleven colleges and universities are located in Columbia, the largest of which is the University of South Carolina with 23,000.

TABLES 1 AND 2 ABOUT HERE

General Newspaper Consumption Habits

Circulation and coverage problems due to increased production costs and "irrelevant content" may beset the newspaper industry in some markets but adults in this area are still avid newspaper consumers. General newspaper consumption habits are reported in Table 3. Less than 1% of the adults are nonreaders and a remarkable 62% are multiple newspaper readers. Respondents were asked "What newspapers do you read for information about what goes on in the Columbia area...we're interested in how many different papers you read...and the names of these local papers?"

Fifty-one percent read more than one local newspaper and 15 different papers were named. While three out of four readers named the morning-evening newspaper combination, The State-Record, 25% depend on several other papers for local information. These alternative papers include suburban weeklies and specialized papers such as Black News and Osceola (Osceola is a weekly tabloid devoted to in-depth public affairs reporting).

High levels of multiple newspaper readership are explained in part by the fact 20% of the entire sample and 46% of adults with ties to communities outside the Columbia area, read out-of-town newspapers. Adults

with a "sense of belonging" to other communities were asked if they ever read newspapers from these other areas. They were then asked to name all of the out-of-town papers they usually read.

One in three of these adults read more than one out-of-town newspaper; 66 different newspapers were named by 100 respondents. One third of the out-of-town newspaper readers subscribe and 22% of these subscribers are taking more than one out-of-town paper. Another 20% of the readers say they purchase the papers at newsstands, either in Columbia or when they visit these other communities. Family provides clippings for another 16% of these readers.

All newspaper readers were also asked to designate the particular newspaper they depend on most for information about what goes on in the community for which they have the strongest attachment. We expected the location of the most depended on newspaper would be related to whether the community of strongest attachment was the same, or different from where the readers now live. Table 4 shows most readers who designate an

TABLE 3 ABOUT HERE

out-of-town newspaper have their strongest community ties to areas outside the Columbia area. However, most readers with stronger ties to other communities, still depend on papers published in the Columbia area, because they can get the local paper the same day it's published, but must wait a day or more for most out-of-town papers.

Despite the newspaper's comparative advantage in providing "community-oriented" information -- adults prefer newspapers to television, radio,

friends and relatives -- no single newspaper apparently meets most reader's needs for "community" information.

TABLE 4 ABOUT HERE

Readership and Evaluation of Most Preferred Community Newspaper

Readers support newspapers which serve the communities to which they have the strongest attachments. Results in Table 5 show 81% of the readers subscribe, 71% are everyday readers, and 50% spend 30 minutes or more a day reading this paper. Delivery service and price pose no problem.

TABLE 5 ABOUT HERE

However, 25% of the readers are either mixed or dissatisfied with the paper's overall content and 55% would make changes in content and format, if they were the publisher. Table 6 summarizes the results to the following free response question: "Suppose you were the publisher of this paper and you had unlimited resources to attract more people like yourself, as subscribers. What improvements in format and content would you make?" An attempt was made to code the responses into the 34 categories used by Larkin, Grotta and Stout.[9] Several of their fixed-response categories did not fit the free responses elicited by our question, so we created other categories.

Readers are concerned about lack of diversity of viewpoints in editorials, biased news reporting, limited variety of news events covered, and too much "bad news in the paper -- 15% had suggestions, then, about

news and editorial values. Typical comments include: "publish more news on minorities;' "need broader range of news...not a quality paper;" "inadequate coverage, not up to date, biased, deal with all sides of the issue, needs competition;" "would draw less conclusions in news stories;" 'less provincial...news of the week on a highlight basis would be desirable."

They want more news about what's going on in their communities, the nation and the world. Typical comments: "more in-depth coverage of local and state politics;" 'increase coverage of civic events;" "more news and information about neighborhoods;" 'more coverage of military happenings at Ft. Jackson." Comments regarding national news: "give more page space to bills passed by Congress;" "more national business news;" "expand stock market reports;" "more follow-up on national stories;" "national weather--daily;' and "improve their timing on national news -- usually late." Readers were less specific in identifying the kinds of international news they wanted, but a few indicated they want "more international business and economic news."

Several readers would like more syndicated columns on the op-ed page -- "get more nationally known columnists;" "add at least a page of letters to the editor;" "give room to editorials and columns." Others would like a "Sunday TV supplement" and "more movie reviews." Requests for features included several comments about the need for a "Sunday magazine like Parade;" and "a young peoples page." A few readers would like "more horoscopes" and "a magazine section of consumer information on Saturday.' A few readers were critical of the sports coverage --"take bias out of sports coverage;" 'expand coverage of other sports like hunting and

horseracing." Others wanted more coverage of participant sports, such as industrial league softball.

Most of the comments about advertising had to do with the way ads are displayed and indexed. Typical comments: "need larger and more up-to-date classifieds;" "list classifieds in catalog and by parts of town;" "don't like mixing male and female help wanted ads." Others wanted "fewer big advertisements, especially food and furniture ads;" "more information about available jobs" and "would add an apartment finder's guide."

The most specific comments had to do with general format. Typical comments: "like to see rundown of local events indexed on front page;" "sections are not standardized, format not predictable;" "don't like births and deaths on the same page;" "all stories 'continued'...not well organized;" need more photos to go with stories;" "headlines are misleading;" "paper needs more color:" "print is too small."

Most of the content recommendations are "community oriented" rather than "ME oriented." Adults no doubt have a need for "ME oriented" information but specialized media apparently serve as functional alternatives to the newspaper for this kind of information. They expect to find "community oriented" information in newspapers and yet no one paper seems to satisfy this need. For example, 40% said they depend most on newspapers for information about what goes on in the community for which they feel the strongest attachment, but 57% are unwilling to pay more for the paper they depend on most, even if their recommendations were implemented. As multiple newspaper readers, however, they are already spending a lot

of time and money on newspapers. Multiple readership, in turn, is strongly linked to community attachment.

TABLE 6 ABOUT HERE

A scale adopted from the Kasarda and Janowitz study was used to measure attachment to communities of current residence. Responses to items in the scale are reported in Table 7. Adults who feel a "sense of belonging" to the Columbia area and to some other community are said to have multiple community attachments. More than half the adults have multiple attachments and most who don't feel "at home" in Columbia, but have lived elsewhere, have a sense of belonging to at least one of these other communities(cf. Table 8).

TABLES 7 AND 8 ABOUT HERE

Community Attachment and Newspaper Reading Habits

Reading Frequency: Since most adults designated a local paper as their preferred community newspaper (97%), reading frequency can be measured in part by comparing time spent with out-of-town papers and with the most preferred paper. The median number of minutes in an average day spent reading out-of-town papers is 25 compared to a median of 30 minutes a day with the most preferred paper. But adults who prefer an out-of-town paper do not read the paper as frequently as those adults who prefer a local paper which is available everyday (cf. Table 9).

TABLE 9 ABOUT HERE

Subscribership: One-third of the out-of-town newspaper readers subscribe and 22% of these subscribers are taking more than one out-of-town paper. While 72% of the adults who prefer out-of-town papers (as a source of information about the community of strongest attachment) subscribe to these papers, they do so less frequently than adults who prefer a local paper (Table 10). Nevertheless, the evidence does indicate that adults are more likely to subscribe to a newspaper which serves a community to which they have some permanent attachment, regardless of whether they currently live in the community.

TABLE 10 ABOUT HERE

Multiple Readership: Multiple newspaper readership is much more frequent among those consumers with multiple community attachments (Table 11) and with strong community attachments ($r = .10$, $p = .001$).

TABLE 11 ABOUT HERE

Costs of Newspaper Consumption: Adults with strong senses of community attachment, as defined by responses toward the higher end of each scale item listed in Table 7, are somewhat more likely to spend more time, but not more money, on newspaper consumption, than those with weaker community ties. Table 12 relates four consumption measures with degree of attachment to the Columbia area. The stronger one's attachment to Columbia the less time spent with out-of-town papers and the more time spent with the preferred community paper, which is predominantly a Columbia area newspaper. Readers with a strong attachment are somewhat

more satisfied with the price currently paid for their preferred paper, but no more willing than readers with weak ties to pay more for it.

TABLE 12 ABOUT HERE

Recommendations: Adults with a strong sense of attachment to the community(ies) in which they live are much more likely to recommend changes in their preferred community newspapers, than are adults with weak ties. The correlation between the number of recommendations made and the community attachment index (i.e., sum total of responses to scale items in Table 7) is .11 ($p=.001$). Adults with multiple community attachments also are more likely to recommend changes in their preferred community newspapers, than are adults with only one attachment (Table13).

TABLE 13 ABOUT HERE

Community Attachment as a Relative Determinant:[10] Results of the stepwise regression analysis shown in Table 14 indicate that community attachment variables are relatively more important than demographic characteristics in explaining variation in multiple readership. Multiple newspaper readers are less likely to differ demographically from single newspaper readers, but they are much more likely than single paper readers to have multiple community attachments, and strong ties to where they currently live. They are also more mobile and more likely to make recommendations for changing their preferred community papers. These factors are also more important than satisfaction with content or price of preferred paper. Community attachment is the strongest predictor of multiple

readership, regardless of whether the dependent variable is number of local or out-of-town papers read. It should be noted that age was not included in the prediction equation because it is not significantly related to multiple readership.

Demographics are somewhat more important than community attachmet in accounting for variation in time spent reading newspapers. For example, years of residence and age account for significantly more variation in time spent reading most preferred paper, than community attachment. The practical implications of these particular findings, however, are not very significant compared to the findings regarding multiple readership.

TABLE 14 ABOUT HERE

## Implications

The findings of this study suggest newspapers can foster the daily reading habit among community "newcomers" by emphasizing "community oriented" instead of "ME oriented" information. Newspapers have a comparative advantage over specialized media in this kind of information and adults expect to find it in newspapers. They need it to become integrated into the community.

Americans, not in spite of but perhaps because of their mobility, have a strong sense of community attachment -- not only for where they currently live, but also for where they've come from. Once hooked on the daily newspaper reading habit, "newcomers" are likely to retain their subscriptions to local newspapers, even after leaving the community, because the newspaper is their most important link to "where they use to

live."

The study in no way suggests adults don't want or need personal information about how to cope with daily living. It does suggest, however, that adults for the most part look for "life-coping skills" information in other media. Newspapers, on the other hand, are regarded as a 'community' medium, and the traditional functions of a free and responsible press, articulated 31 years ago in the Hutchins Commission Report, still apply today.

*
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FOOTNOTES

1 Maxwell E. McCombs, "Newspaper Readership and Circulation," ANPA News Research Report, No.3 (Washington, D.C.: American Newspaper Publishers Association, 1977), p. 3.

2 David Shaw, "The Newspaper Must Be Fit to Survive," The Quill, Vol. 65, No. 2 (February, 1977), p. 12.

3 A.B. Blankenship, "Listed Versus Unlisted Numbers in Telephone-Survey Samples," Journal of Advertising Research, Vol. 17, No. 1 (February, 1977), pp. 39-43.

4 Leo Bogart, "The Future of the Metropolitan Daily," Journal of Communication, Vol. 25, No. 2 (Spring 1975), pp. 30-44.

5 G.A. Donohue, Philip Tichenor and C.N. Olien, "Media Functions, Knowledge and Social Control," Journalism Quarterly, Vol. 50, No. 4 (Winter 1973), pp. 652-660.

6 Elihu Katz, Michael Gurevitch, and Hadassah Haas, "On the Use of Mass Media for Important Things," American Sociological Review, Vol. 38, No. 2 (April, 1973), pp. 164-182.

7 John D. Kasarda and Morris Janowitz, "Community Attachment in Mass Society," American Sociological Review, Vol. 39, No. 3 (June, 1974), pp. 328-340.

8 Lowndes F. Stephens, "Grand Forks (ND) Herald -- Who Reads It and Why?," Report No. 1 of the Sponsored Research Project on Public Opinion and Newspaper Readership (Grand Forks, North Dakota: Communication Research Center, University of North Dakota, 1976), pp. 1-15.

9 Ernest F. Larkin, Gerald L. Grotta and Philip Stout," The 21-34 Year Old Market and the Daily Newspaper," ANPA News Research Report, No.1 (Washington, D.C.: American Newspaper Publishers Association, 1977), pp. 1-7.

10 The results of this research support many of the generalizations which have evolved from the studies reviewed by the ANPA News Research Center. For example, age, years of residence in the community, education, income and socioeconomic status are all positive correlates of reading frequency. Women are no more likely than men to be frequent readers. Married adults, however, are much more likely than single adults to be frequent readers and whites more likely than nonwhites. But the simple correlations among community attachment variables and reading frequency are also significant. A desire to remain in the community, interest in

FOOTNOTES -- continued

the community and number of adult friends living in the community are strong correlates of reading frequency. Adults who are actively involved in formal organizations and in informal social activities in a community are likely to be multiple readers of local papers published in those communities. Adults with a number of relatives in a community and a strong interest in what goes on in these communities are also likely to be multiple readers of local papers. Mobility is strongly related to multiple readership of both local and out-of-town papers. So the thrust of this section is to examine community attachment as a relative determinant of newspaper reading habits.

Table 1

Demographic Characteristics of Sample

| | | Percent (%) |
|---|---|---|
| Age (Median = 34 3) | 18-24 | 18.8 |
| | 25-34 | 32.3 |
| | 35-54 | 30.4 |
| | 55-64 | 10.8 |
| | 65 + | 7.7 |
| Race | Caucasian | 76.8 |
| | Negro | 20.5 |
| Sex | Female | 66.4 |
| | Male | 33.6 |
| Marital Status | Married | 63.7 |
| | Single | 22.7 |
| | Other | 13.6 |
| Education | 8 yrs. or less | 6.2 |
| | Some High School | 6.3 |
| | High School Diploma | 23.4 |
| | Some College | 24.9 |
| | Four-Year College Degree | 24.3 |
| | Graduate School/ Professional School Training | 14.9 |
| Family Income | Under $3,000 | 5.7 |
| | $3-5 Thousand | 4.5 |
| | $5-8 Thousand | 9.4 |
| | $8-13 Thousand | 21.7 |
| | $13-21 Thousand | 28.9 |
| | $21-35 Thousand | 23.8 |
| | Over $35,000 | 6.0 |
| Duncan Socioeconomic Status Scale* | Hi (73 +) | 33.8 |
| | Medium (50-72) | 31.9 |
| | Lo (Less than 50) | 34.3 |
| Number of Adults in Household (Median = 2.0) | One | 20.0 |
| | Two | 60.2 |
| | Three | 14.8 |
| | Four or More | 5.0 |
| Number of Employed Adults in Household (Median = 1.4) | One | 54.0 |
| | Two | 36.2 |
| | Three | 6.2 |
| | Four or More | 3.6 |
| Dwelling | Homeowners | 59.5 |
| | Rent House | 8.6 |
| | Live With Parents | 6.1 |
| | Apartment | 15.5 |
| | Other Multiple Dwelling | 10.3 |

*Provides a subjective measure of socioeconomic status based on chief wage earner's occupation. Example ratings: hairdresser (17); real estate agent (62); editors and reporters (82); physicians and surgeons (92).

Table 2

Geographic Characteristics of Sample

| | |
|---|---|
| Percentage (%) of Respondents Who Have Always Lived in Columbia Area | 28.2 |
| Median Years Residence in Columbia Area | 12.06 |
| Percentage (%) of Respondents Who Have Lived in Communities Outside Columbia Area | 71.8 |
| Median Number of Different Communities in Which Lived | 4.8 |
| Military Affiliation | |
| Percentage (%) of Respondents or Chief Wage Earners Employed Full Time by Military Service | 27.0 |

Table 3

General Newspaper Consumption Habits

| | | Percentage (%) |
|---|---|---|
| Number of Columbia Area Papers Read | One | 46.0 |
| | Two | 37.7 |
| | Three | 10.2 |
| | Four or More | 3.0 |
| | None | 3.1 |
| Proportion of Respondents With Attachments to Other Communities Who Read Out-of-Town Papers from These Communities* | | 46.3 |
| Number of Out-of-Town Papers Read | One | 68.2 |
| | Two | 18.9 |
| | Three | 8.1 |
| | Four or More | 4.8 |
| Gross Number of Papers Read | One | 37.6 |
| | Two | 35.2 |
| | Three | 14.5 |
| | Four or More | 11.8 |
| | Nonreader | 0.9 |
| Proportion of Out-of-Town Newspaper Readers Who Subscribe To--- | One Out-of-Town Paper | 77.9 |
| | Two Out-of-Town Papers | 17.6 |
| | Three or More Out-of-Town Papers | 4.5 |
| Median Number of Minutes in Average Day Spent Reading Out-of-Town Papers | | 25.3 |

*Fifty-five percent (358) of those who had lived in other communities felt an attachment to at least one of them.

Table 4

Location of Newspaper Most Depended On For Information About What Goes On In Community of Strongest Attachment

| Location of Most Depended on Paper | Community of Strongest Attachment: Same As Where Now Lives (N=338) | Community of Strongest Attachment: Different From Where Now Lives (N=147) | Total |
|---|---|---|---|
| Same As Where Now Lives (N=485) | 99.4 | 88.0 | 95.7% |
| Different From Where Now Lives (N=22) | 0.6 | 12.0 | 4.3% |
| Total | 100 % | 100 % | 100 % |

Corrected $X^2 = 32.30$, df = 1, C = .25, $p < .001$

Table 5

Readership and Evaluations of Newspapers Most Depended On For Information About What Goes On In Community of Strongest Attachment

| | | Percentage (%) |
|---|---|---|
| Method of Obtaining Paper | Subscription | 81.3 |
| | Newsstand | 10.6 |
| | Neighbor | 1.3 |
| | Office | 4.1 |
| | Other | 2.7 |
| Frequency of Readership | Everyday | 71.2 |
| | Frequently | 16.0 |
| | Occasionally | 10.5 |
| | Seldom | 2.2 |
| Median Number of Minutes in Average Day Spent Reading This Newspaper | | 30.0 |
| Rating of Delivery Service | Very Good | 57.0 |
| | Good | 33.1 |
| | Fair | 6.9 |
| | Poor | 1.9 |
| | Very Poor | 1.0 |
| Rating of Price Paid for Newspaper | Too High | 21.7 |
| | Too Low | 1.6 |
| | About Right | 76.8 |
| Evaluation of Overall Content | Very Satisfied | 11.9 |
| | Satisfied | 62.0 |
| | Mixed | 13.0 |
| | Dissatisfied | 10.9 |
| | Very Dissatisfied | 2.2 |
| Recommended Changes | None | 45.1 |
| | One Format Change | 2.9 |
| | Two or More Format Changes | 0.5 |
| | One Content Change | 28.2 |
| | Two or More Content Changes | 21.2 |
| | Two or More Format and Two or More Content Changes | 2.2 |
| How much more money would readers pay if their recommendations were implemented? (Median = 5.4% More) | No More | 57.2 |
| | 5% More | 23.7 |
| | 10% More | 11.7 |
| | 15% More | 1.7 |
| | 20% More | 4.2 |
| | More than 20% | 1.5 |
| Source of Information Most Depended on For Information About What Goes On In Community of Strongest Attachment | Newspapers | 40.4 |
| | Television | 30.9 |
| | Radio | 17.7 |
| | Friends | 5.6 |
| | Relatives | 3.7 |
| | Other | 1.7 |

Table 6

Types of Changes Recommended

| | |
|---|---|
| News and Editorial Values[a] | 15.4% |
| More Local News | 11.7% |
| More National News | 11.1% |
| More International News | 8.0% |
| Ed-Op Page Content | 7.6% |
| Entertainment and Leisure[b] | 7.5% |
| More Features | 6.6% |
| Spectator Sports | 5.2% |
| Types of Advertising Content | 4.8% |
| Page Format[c] | 4.8% |
| Participant Sports | 3.5% |
| Investigative, In Depth Stories | 2.9% |
| News About Women | 2.3% |
| Business News | 1.6% |
| Total | 93% |
| Number of Total Responses | 810 |
| Number of Respondants | 477 |

[a] Includes comments about lack of diversity of viewpoints in editorials, biased news reporting, expanding variety of news events covered, and comments about too much "bad" news in the paper.

[b] Includes recommendations for more information about arts and crafts; book reviews; coming events; cultural activities; entertainment; movie reviews and schedules; recipes and cooking hints; restaurant guides; and theatre reviews.

[c] Includes recommendations regarding page layout, column rules, size and color, photographs, etc.

Table 7

Community Attachment

| | | Percentage (%) |
|---|---|---|
| Proportion Who Feel "At Home" in Columbia Area | | 94.4 |
| Proportion Who Would Be "Sorry" to Leave Columbia Area | Very Sorry | 30.3 |
| | Sorry | 43.2 |
| | Indifferent | 15.8 |
| Proportion Who Are "Interested" in What Goes On in Columbia | Very Interested | 38.5 |
| | Interested | 54.7 |
| | Indifferent | 2.9 |
| Proportion of Adult Friends Who Live in Columbia Area | All | 11.0 |
| | Most | 49.9 |
| | Half or Less | 36.1 |
| Proportion of Relatives and In-Laws Who Live in Columbia Area | All | 5.7 |
| | Most | 19.3 |
| | Half or Less | 33.7 |
| Proportion Who Belong to Formal Organizations in Columbia Area | | 44.1 |
| Proportion Who Actively Attend Meetings and/or Hold Office in At Least One Formal Organization in Columbia Area | | 37.4 |
| Proportion Who Are Involved in Informal Social Activities in Columbia Area | Very Frequently | 9.5 |
| | Frequently | 32.0 |
| | Occasionally | 36.3 |
| Proportion Who Feel "At Home" in Other Communities in Which They've Lived | | 55.2 |
| Proportion Who Have Multiple Community Attachments | | 52.9 |
| Proportion Who Have No Community Attachments | | 1.8 |

Table 8

Proportion With Attachments to Other Communities Who Also Feel Attachment to Current Community of Residence

| | Feel "At Home" in Current Community of Residence | | |
|---|---|---|---|
| | No | Yes | Total |
| Still Have "At Home" Feeling for Other Communities | (N=51) | (N=613) | |
| No (N=302) | 21.6 | 47.5 | 45.5 |
| Yes (N=362) | 78.4 | 52.5 | 54.5 |
| Total | 100% | 100% | 100% |

$\chi^2$=11.72, df=1, C=.14, $p < .001$

Table 9

Reading Frequency of Newspaper Most Depended On For Information About What Goes On In Community Of Strongest Attachment By Location Of Newspaper

| Frequency of Readership of Paper Most Depended On | Location of Most Depended on Paper: Same As Where Now Lives (N=821) | Different From Where Now Lives (N=24) | Total |
|---|---|---|---|
| Seldom (N=19) | 2.1 | 8.3 | 2.2% |
| Occasionally (N=86) | 9.0 | 50.0 | 10.2% |
| Frequently (N=135) | 16.1 | 12.5 | 16.0% |
| Everyday (N=606) | 72.8 | 29.2 | 71.6% |
| Total | 100 % | 100 % | 100 % |

$X^2 = 48.95$, df = 3, C = .23, $p < .001$

Table 10

Method of Obtaining Most Depended On Paper
By Location of Community of Strongest Attachment

| Method | Location of Community: Same As Where Now Lives (N=350) | Location of Community: Different From Where Now Lives (N=175) | Total |
|---|---|---|---|
| Subscription (N=427) | 86.0 | 72.0 | 81.3 |
| Newsstand (N=37) | 8.6 | 15.4 | 10.9 |
| Office (N=20) | 3.4 | 4.6 | 3.8 |
| Other (N=21) | 2.0 | 8.0 | 4.0 |
| Total | 100 % | 100 % | 100 % |

$X^2 = 18.76$, df = 3, C = .19, $p < .001$

Table 11

Multiple Newspaper Readership and Multiple Community Attachments

| Readership | Community Attachments: One Only | Two or More | Total |
|---|---|---|---|
| Reads 1 Paper (N=204) | 41.1 | 28.3 | 34.3 |
| Reads 2 Papers (N=214) | 41.4 | 31.2 | 36.0 |
| Reads 3 Papers (N=90) | 11.1 | 18.8 | 15.2 |
| Reads 4 Papers (N=34) | 2.5 | 8.6 | 5.7 |
| Reads 5 Papers (N=21) | 1.4 | 6.4 | 3.5 |
| Reads 6 Papers (N=17) | 2.1 | 3.5 | 2.9 |
| Reads 7 Papers (N=7) | * | 2.2 | 1.2 |
| Reads 8 Papers (N=2) | 0.4 | 0.3 | 0.3 |
| Reads 9 Papers (N=2) | * | 0.6 | 0.3 |
| Reads 10 Papers (N=3) | * | 1.0 | 0.5 |
| Total | 100 % | 100 % | 100 % |

$x^2 = 45.02$, df = 9, C = .27, $p < .001$

Table 12

Relationship Between Costs of Newspaper Consumption and Degree of Attachment to Columbia Area

| Consumption Measures | Simple Correlation With Community Attachment Index* |
|---|---|
| Time Spent Reading Out-of-Town Papers | -.16 (.05) |
| Time Spent Reading Most Depended On Paper for Information About What Is Going On In Community Of Strongest Attachment | .10 (.00) |
| Rating Of Price Of Most Depended On Paper | .05 (.07) |
| Additional Amount Money Would Pay For Paper | .01 (.44) |

*Spearman correlation coefficients. Values in parentheses show probabilities of coefficients being due to chance.

Table 13

Relationship Between Number of Community Attachments and Number of Recommended Changes In Most Depended On Newspaper

| Number of Recommendations | Community Attachments: One Only | Two or More | Total |
|---|---|---|---|
| No Recommendations (N=392) | 48.4 | 33.0 | 40.3% |
| One Format or Content Change (N=270) | 27.5 | 36.7 | 32.3% |
| Two Format or Content Changes (N=188) | 23.1 | 26.3 | 24.8% |
| Two Format and Two Content Changes (N=19) | 1.1 | 4.0 | 2.6% |
| Total | 100 % | 100 % | 100 % |

$x^2 = 17.30$, df = 3, C = .17, $p < .001$

Table 14

Community Attachment as a Relative Determinant of Multiple Newspaper Readership*

| Significant Predictors of Multiple Readership | R | B |
|---|---|---|
| Multiple Community Attachments | .25 | .25 |
| Number Recommended Change on Newspaper | .28 | .14 |
| Mobility | .30 | .11 |
| Community Attachment to Current Community of Residence | .31** | .09 |

| Nonsignificant Predictors of Multiple Readership | R | B |
|---|---|---|
| Satisfaction With Content | .32 | .08 |
| Years Residence | .32 | .07 |
| Socioeconomic Status | .32 | .05 |
| Rating Price Paid for Newspaper | .33 | -.04 |
| Family Income | .33 | -.02 |
| Education | .33 | .00 |

*Shows results of stepwise regression analysis, a statistical technique for determining the relative importance of a set of factors thought to account for significant variation in some dependent variable (e.g., multiple readership). "R" is the multiple regression coefficient and "B" is the standardized regression coefficient.

**F=13.87 with 4 and 540 df